

SCREEN GEMS Inc.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.
711 Fifth Avenue, New York 22, N. Y. • Plaza 1-4432

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Rosen's request 3-20-59

March 16, 1959

Mr. Gene Kay
WBRU
Brown University
Providence, Rhode Island

Dear Gene:

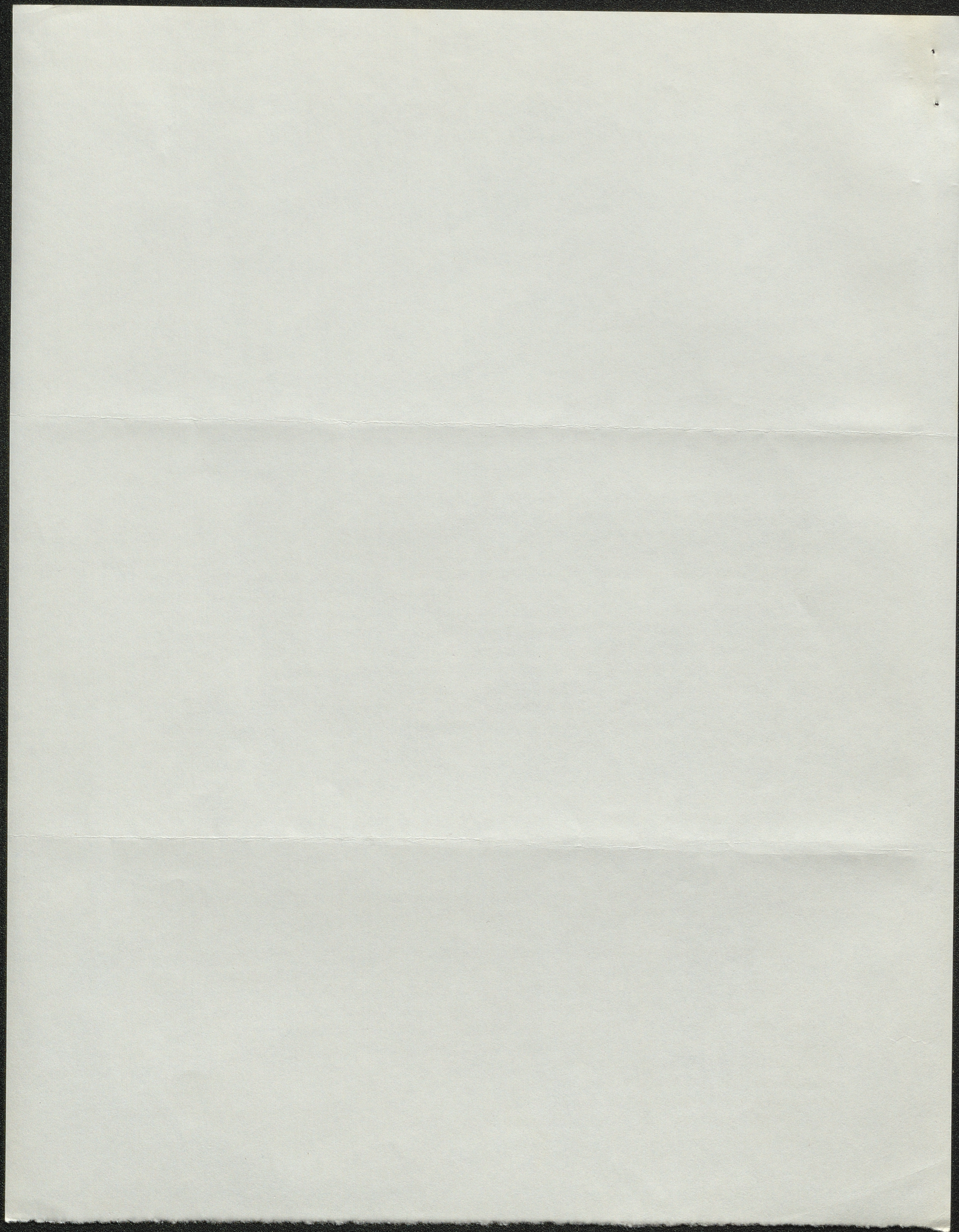
I am very sorry that I had to leave the meeting early, but it was necessary that I catch the 7:00 o'clock train. I am very anxious to know what transpired after I left and would appreciate your writing me filling me in with the details.

Once again, particularly after having heard much of the discussion, I would like once again to express my feelings:

Firstly Gene, I feel that the entire meeting was conducted in the wrong perspective. The meeting should have started out to determine whether or not the Ivy office in New Haven could continue to represent the stations. Only after the board of directors decided it could not should an alternative be sought. By inviting Bob Vance to yesterday's meeting you immediately passed judgement on the Ivy office without the proper investigation which should have been conducted under the circumstances. Also, by inviting Bob you indicated that the board had no other choice than to elect to use his services. I have nothing against Bob, and when the time comes, if the board feels he is needed, I think he should be employed. However, as others at the meeting said, I am firmly convinced that other reps should be investigated.

As I said above, I feel the first thing that should have been discussed yesterday was whether or not Ivy could do the job. Since I feel this to be the primary problem, I would like to address myself to this question for the remainder of this letter.

I would like to dispose of one point which was constantly discussed yesterday which I consider to be utter nonsense, the idea of agencies being opposed to having to sign two contracts. Since I graduated Yale in 1957, I have been in the broadcasting business. I spent a year and a half in the station clearance department of the TV network of the American Broadcasting Company. I am now selling TV films and programs for the above company. Both jobs have brought me in close contact with advertising agencies. Based on this experience I can honestly say that there is no valid reason why an agency time buyer should object to signing one additional contract. This opinion has been confirmed by my associates here at Screen Gems who have been dealing with agencies longer than I, longer than Tom Lee and longer than Bob Vance. In this day and age of the electric computer and the IBM accounting machine, one contract more or less does not mean a blessed thing to an agency.



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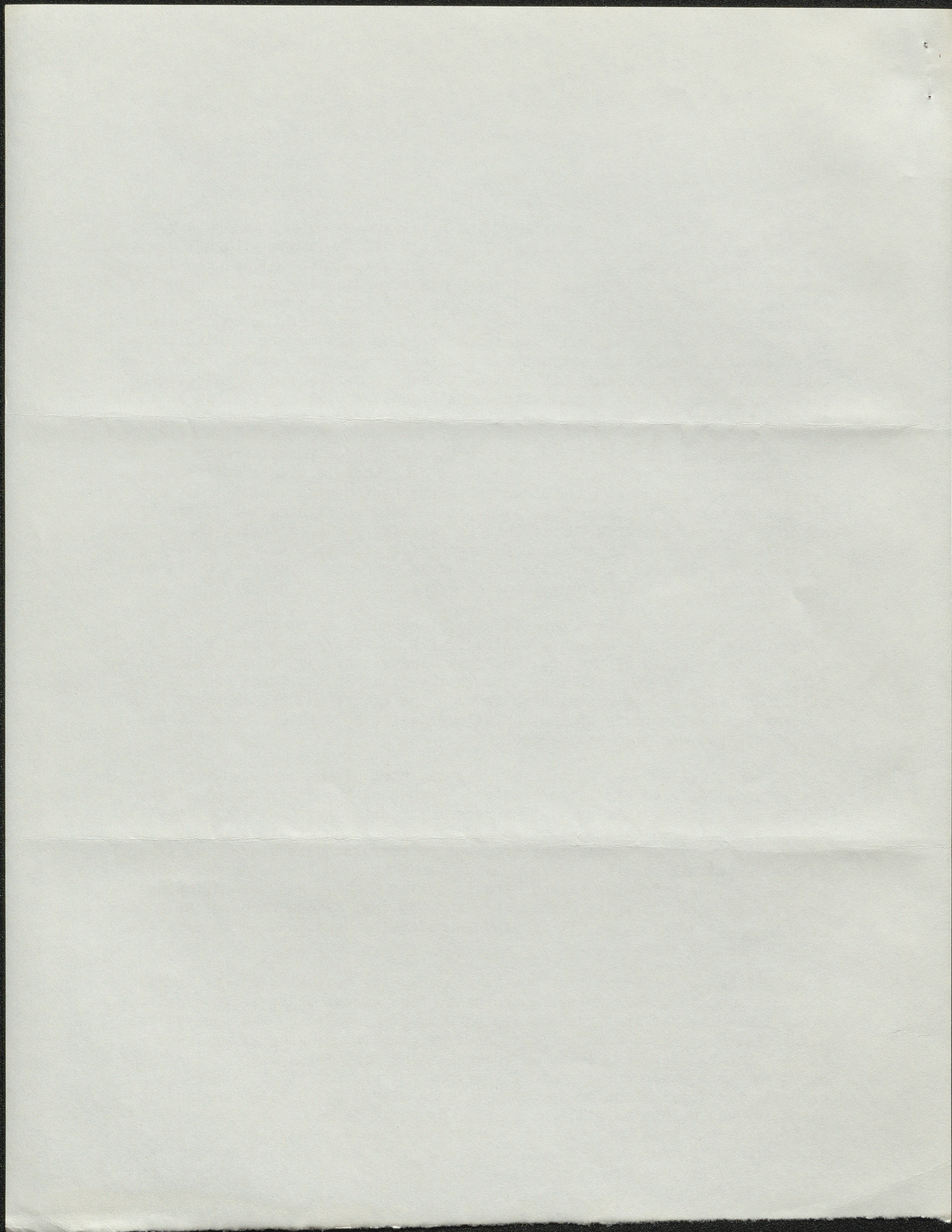
You Gene, told of your conversation with Pete Bardach concerning this point and how he agreed with my thinking. I just got off the phone with Hal Simpson, the time buyer at Wm. Esty on the R.J. Reynolds account, and he expressed the same opinion. I asked him what the story was regarding Ivy and the Reynolds account. He told me that he signed with Ivy, but Tom came back later to tell him that he thought the account could be handled better if the entire deal was signed in conjunction with Vance. Hal told me that he signed with Vance only because of Tom's request and for absolutely no other reason. He told me that he did not understand what Tom meant when he said the account could be serviced better if they signed with Vance since the billing, etc. is still handled through Ivy. Frankly Gene, I don't understand either.

I also asked Hal his feelings regarding the signing of two contracts for college radio instead of one. He chuckled and said that it didn't matter in the least. He had to sign so many other contracts that one more didn't matter. He told me that he would be just as happy to keep on signing two contracts, one with Ivy and one with CRC if this is what Ivy wants. Frankly, after hearing Tom talking about the importance of one contract with Esty and after having talked to Hal Simpson, I am quite confused as to Tom's thinking and his motives for giving this contract to Bob Vance.

As far as the Lucky Strike contract goes, throughout my administration they were willing to sign a separate contract with us. Every once in a while they asked us to go along with Vance, but they always took our refusals very gracefully. In fact, if you will look through the files on the Lucky account you will find letters from men high up in both the agency and the American Tobacco Company expressing their admiration of our desire to maintain both out independence and our high standards.

All of this leads to the next point, the question of the competence of the Ivy office. Tom read his letter yesterday exposing the "corruption" of the office and claiming this was Ivy's reason for existing. Some at the meeting may have considered this a brave and noble thing to do. I didn't. For, after all, it is not so difficult for one to confess one's wickedness after he has reaped all possible advantages and profits from the crime and has nothing to lose by "coming clean." Tom is asking the Ivy Network office, an institution that has existed honorably for the last decade to bear the punishment for his wrongdoings. It is easy therefore to confess when someone else suffers the punishment.

I would like to point out that Tom is the only Ivy general manager I know of who took prepaid commissions. In the past, the general managers were paid only after the spots had been run and the Network compensated by the agency. This meant that I received a major portion of my commissions long after I was no longer with the Network. It is my understanding that Tom collected commissions based on the gross contract before the contract was fulfilled. Therefore, he collected commissions on spots which were missed by the stations and for which Ivy was unable to bill the agency. My point is mentioning these facts is to point out that Tom did not even stand to lose commissions for spots to be run in the future by "confessing" yesterday, since these have already been paid to him. No, Tom's expose of himself and the Network was not such a noble thing.



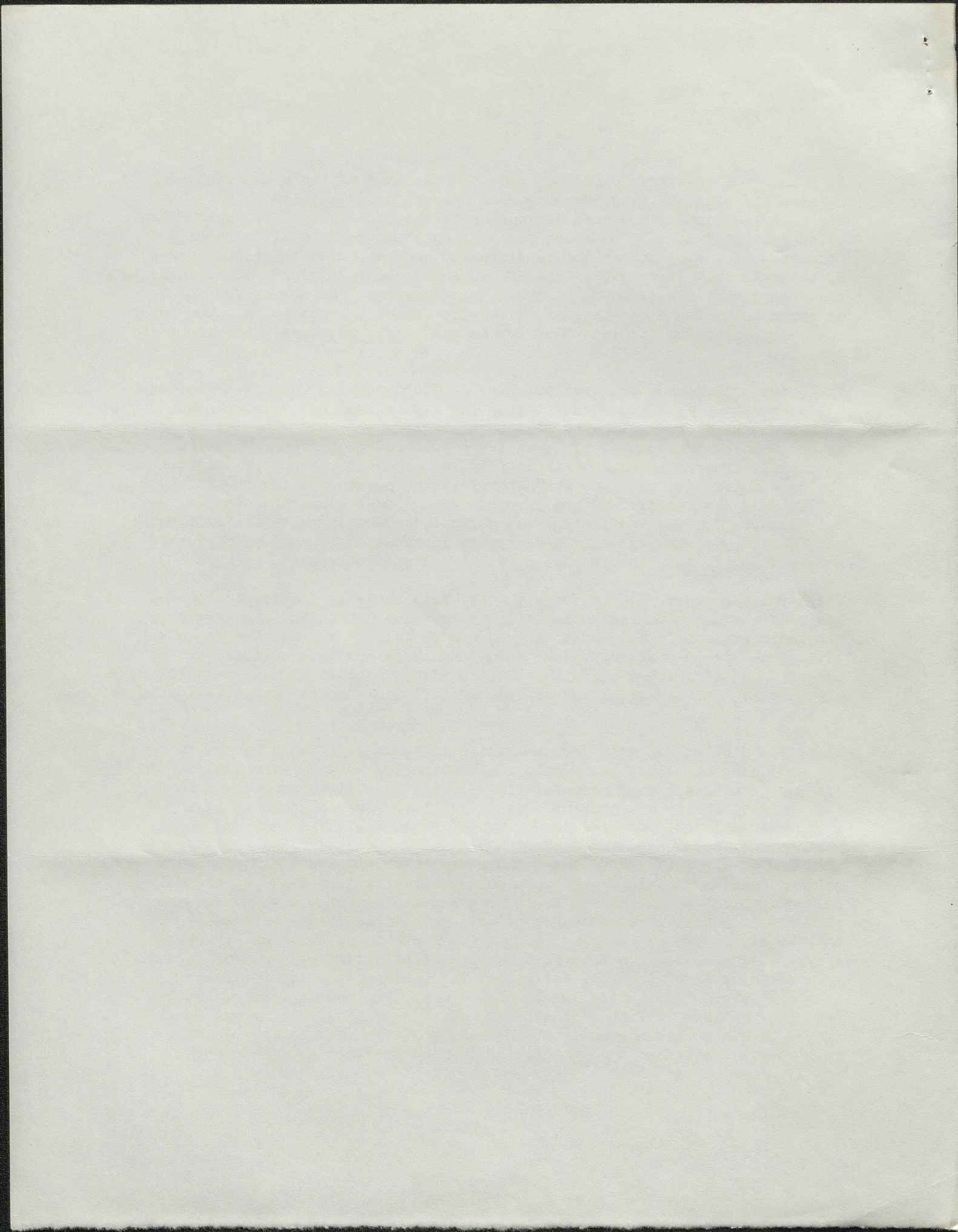
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As I told you yesterday, I do not want to make this matter a conflict of persons and personalities. However, Tom brought personalities into it by his "confessions". Also, when one person is responsible for the destruction of an institution built over the years by many people from all schools concerned, the subject can not be discussed on a strictly impersonal basis. My point is that just as I am asking you not to be taken in by Tom's insistence that the agencies require one contract, and just as I am asking you not to be taken in by Tom's confessions, I am also asking you not to be taken in by Tom's expression of the fact that Ivy is and always has been inefficient and corrupt.

The books and records are available for you to determine whether or not Ivy has always been merely a "grave train" for its general managers. I intend that it has not been and ask you to search the records yourself. The Ivy Network is an organization composed of seven Ivy League radio stations. There is nothing inherently wrong with this organization that makes it corrupt or inefficient. The only thing that can make it that way is the person running it. If the Ivy Network was inefficient and corrupt during Tom's administration, it was only because Tom was inefficient and corrupt, and not because the institution was. Gene, your station would be a rotten institution if you and your staff were rotten. To coin an old phrase, "the fish stinks from the head".

I ask you therefore, not to judge the Ivy Network as an institution on the basis of one man's confessions. If there are good men on the campuses to run the radio stations, there must be good men at Yale to run the Ivy Network office. As I said yesterday, Tom could find these men with a little bit of effort, just as I found him with a little effort. The right men can sell effectively, and the right men can run an efficient, honest organization like it should be run.

Gene, you station men must decide what is to be done. It must be left up to you and to no one else. You people created the Ivy Network over ten years ago and it is still your responsibility. Don't prostitute yourselves to the almighty dollar which might become a little more abundant by hiring a professional rep. Once you do so, Ivy's identity will be lost and each station will become an independent entity in college radio. Don't forget, one of the reasons for the Network was to give you all experience in sitting down and solving your own problems. This is just what you are being called upon to do now. If you are strong and the men that I think you are, you will lick this problem and keep Ivy together. As I said before, Ivy is only as strong as its leaders. You and the rest of the board of directors are its leaders. You can keep alive an institution that has proven its worth or you can be weak and let it collapse. Tom would accuse me of talking emotionally and idealistically. I think I'm talking realistically, but even if I am being a little idealistic, what is wrong with a person connected with a collegiate institution being a little idealistic? Idealism built Ivy, idealism sold contracts for Ivy and you know as well as I that idealism built your stations.



Mr. Gene Kay

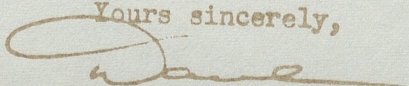
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These are my thoughts, and I shall let my case rest here. I am sending a copy of this to Tom, because I do not want to say anything behind his back. In spite of our differences over this matter, I trust our friendship shall continue. I would like to send a copy to each of the station managers, but do not have the time. I would appreciate it if you could find a way of duplicating this letter and sending it out to them.

If I can be of further service to you and the Network, please let me know.

Yours sincerely,



E. David Rosen

cc: Tom Lee

